



LIQUID VIBRATIONS

Job title: Marketing and Communications Officer (freelance)

Reports to: Artistic Director

Fee: £175 for 8hrs a week

Type: Contract – 32 hours per month for 8 months in the first instance with the potential to increase as income and activity develops

[Liquid Vibrations](#) is looking for an experienced Marketing Officer to join the organisation and take forward our strategic plan. The main objectives of the role are to generate leads through contacting

- Special schools and care facilities
- Institutions for health & well being
- Private hydrotherapy pools
- Local authorities for cultural opportunities

Aside from reaching out to these places, they would be in charge of social media and will send out a PR intro of our work to various sector-based media and national media.

The ideal candidate may have gained their experience and skills through working within the special education, arts education or health & wellbeing sectors.

ABOUT US

Liquid Vibrations is a UK-based, pioneering charity launched in 2010 with aims to improve the well-being, health and development of those with profound and complex disabilities using an innovative approach: Music Hydrotherapy. Based in London, we aim to operate UK-wide. Music Hydrotherapy combines the benefits of aquatic body therapy with music.

Liquid Vibrations has been successful to date in attaining funding from Arts Council England, Big Lottery and small trusts and foundations to support work with children from 20 SEN/D schools, and training over 100 teachers and school support staff. Whilst we have not been able to deliver activity during the Covid-19 pandemic, we have been actively nurturing our partnerships. We know there is great need for our work, which has the potential to become an important part of schools' Covid-19 recovery programmes, giving us huge opportunities for development.



JOB PURPOSE

The overall aims of the role is to:

- Raise awareness of the charity's brand and unique pioneering practice.
- Sharpen up the charity's branding and media pack to create marketing assets.
- Contact SEN/D schools, care providers and hydrotherapy centres with our offer, and generate warm leads.
- Seek out opportunities for commissions from local authorities for cultural activation with the local communities.
- Develop a social media strategy and use our Twitter and Facebook platforms to raise profile, seek out potential leads, create opportunities.

ABOUT YOU

We are looking for a committed and proactive person who has experience generating leads through dynamic and varied marketing activities. Previous marketing experience in the sectors of health & wellbeing and SEN/D is desirable. You will have a track record of creating successful marketing strategies.

You will have a passion for supporting disabled children and adults to make the most of their potential. Your enthusiasm, confidence and excellent relationship-building skills will enable you to secure leads for Liquid Vibrations and help us make the difference we wish to see.

SKILLS AND EXPERIENCE REQUIRED

You will need:

- Experience of developing external relationships.
- Knowledge of the Health & Wellbeing industries in the UK with an emphasis on aquatic industries such as Swim England
- Knowledge of SEN/D school sector
- Excellent communication skills (written and verbal)
- Experience with raising profile using social media platforms.
- Passion for music and an understanding of the musical, social and personal benefits music can bring to disabled children and adults
- Strong problem-solving and creative skills
- Ability to work independently
- Attention to detail
- Time management and organisational skills
- Ability to work within Liquid Vibrations' Equal Opportunities, Health and Safety and Safeguarding policies



HOW TO APPLY

Please apply with a covering letter and CV to Judith Robinson, Chair, Liquid Vibrations judith@liquidvibrations.org.uk by Monday 29th November 2021 at 5pm.

The covering letter should outline why you are suitable for the role, taking into account the skills and experience outlined in this job description. The letter should be no longer than 2 sides of A4.